DOCUMENT RESUME

ED 399 226 SP 036 835

AUTHOR Beitz, Steffen
TITLE Sport in Germany. Basis-Info 3-1996.
INSTITUTION Inter Nationes, Bonn (Germany).
PUB DATE May 96
NOTE 21p.
AVAILABLE FROM Inter Nationes, Kennedyallee 91-103, D-53175 Bonn, Germany (Code Nr. 760 Q 5215).
PUB TYPE Information Analyses (070)

EDRS PRICE MF01/PC01 Plus Postage.
DESCRIPTORS Adults; *Athletics; Disabilities; Elementary Secondary Education; *Exercise; Foreign Countries; Leisure Time; Lifetime Sports; *Olympic Games; *Physical Fitness; *Recreational Activities
IDENTIFIERS *Germany; Sport For All; *Sport Sociology

ABSTRACT

This paper explores the importance and impact of sport in Germany from a variety of perspectives. Topics include: (1) the social function of sport; (2) popular sport, focusing on exercise and self-development rather than competition; (3) sport's role in the leisure activities of the handicapped; (4) top sport performers; (5) drugs and sport; (6) commercial sponsorship; (7) sport and the media; (8) sport and Europe; (9) Germany and the Olympics since 1945; and (10) agencies to contact for further information. (ND)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****

ED 399 226

INTER NATIONES

BASIS-INFO 3-1996 IN-PRESS

Sozialpolitik

Sport in Germany

U.S. DEPARTMENT OF EDUCATION
Office of Educational Research and Improvement
EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

☐ This document has been reproduced as received from the person or organization originating it.

☐ Minor changes have been made to improve reproduction quality

• Points of view or opinions stated in this document do not necessarily represent official OERI position or policy

PERMISSION TO REPRODUCE AND DISSEMINATE THIS MATERIAL HAS BEEN GRANTED BY

A. Stabl

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

By

Steffen Beitz

BEST COPY AVAILABLE

5103635

Code Nr. 760 Q 5215

Inter Nationes
Kennedyallee 91-105
D-53175 Bonn
Telefon: 02 28 / 88 00
Telex: 8 869 904 ind
Telefax: 88 04 57

Veröffentlichung frei
Belege erbeten
Free of charge -
reprints requested.

Publication libre -
Prière d'envoyer des exemplaires justificatifs.
Publicación libre -
se agradecen comprobantes.

Contents

	Page
The Social Function of Sport	1
Popular Sport	1
Handicapped Sport	5
Top Performers in Sport	6
Drugs and Sport	8
Commercial Sponsorship	10
Sport and the Media	12
Sport in Europe	13
Germany and the Olympics since 1945 - A Historic Epoch	15
Want to Know More?	17

IN-Visitors' Information / Editorial
Editor: Klaus Stahl
English: George McLaren-Thomson
May 1996
ISSN 0171-8738

„You can bring in a lot of people if you tell them sport is healthy. But should they be told this? If they engage in sport to the limits of its healthiness, is it still sport in which they are engaging?"

Bertold Brecht, 1898-1956, writer and theatre director

The Social Function of Sport

There are many aspects to sport. It can be recreation and entertainment, international understanding and politics, an economic factor and a business. But it can also be chauvinism, brutality and even death.

Sport is part of a society's culture. Ideally, it teaches attitudes and skills that cannot completely be imparted in an abstract manner. **Fair play** and respect for one's opponent as the ethical fundament of sporting activities are transferrable to everyday life outside the sporting sphere. The social inclusion of various strata and groups of society is one of the foremost social achievements of sport, particularly at club level.

In team sport, the one player complements the other. Togetherness makes strong. Sport can strengthen social awareness and sensitivity and, above all, willingness to integrate. Particularly for children and adolescents, it offers alternatives to some of the more dubious temptations of the amusements industry.

Popular Sport

Popular sport enjoys strong sponsorship from both public and private sources in Germany. As in the case of competitive sport, this, too, is aimed at encouraging best efforts, but not at maximum performance. Popular sport focuses on **exercise**, **self-development** through enjoyment and taking part in community life.

Generally, Germany has a well-developed **club and association sector** and a relatively high level of organisation among the population. There is probably no sphere in German society without an organisational structure. Almost 60 per cent of all German citizens are members of one organisation or another. In the whole spectrum of different fields of activity, sport is the most popular. One in every four persons in Germany is a member of a sports organisation. Apart from the almost 26 million members of the **German Sports Federation** (Deutsche Sportbund - **DSB**) a further estimated 12 million engage in sport without belonging to an organisation. In the new federal states (Länder), some 10 per cent of the population are members of sports organisations, compared to more than 30 per cent in the original states of western Germany.

The DSB, founded in 1950, is the umbrella for 16 Land sports federations and numerous other specialised sports associations. In terms of numbers, it is the largest organisation in the Federal Republic. Almost 2.5 million people perform honorary functions in these organisations. Working as trainers, coaches or committee members, it is they who actually make popular sport possible and take responsibility for promoting talented children and adolescents.

With more than 5.6 million members, the **German Football Federation** (Deutsche Fussball-Bund - **DFB**) has the largest membership of any sports organisation. There are thousands of active football clubs and associations. The game draws hundreds of thousands into the stadiums to see weekly professional fixtures and many more watch televised matches. The Football World Championship in Italy in 1990, which brought the German team its third world title, made the game even more popular. Other DSB associations with large memberships are the **German Gymnastics Federation** (Deutsche Turner-Bund) with more than 4.6 million members and the **German Tennis Federation** (Deutsche Tennis Bund) with more than 2.3 million.

Sports enthusiasts in the „old" Länder have at their disposal some 45,000 sports and school sports grounds, almost 30,000 sports and gymnastics halls and 6,500 indoor and open-air swimming pools. The new states, however, still have a great shortage of popular sports amenities. Most of the existing facilities are in need of modernisation. The Federal Government has provided extra funds for this in the past few years.

A major feature of sport in Germany is its degree of autonomy. It is free from State intervention and regulation. Its sponsors are sports organisations acting on their own responsibility. The State steps in and provides funds only when sports organisations lack the money to finance their activities. The main emphasis of Federal funds is required by constitutional law to be confined to the top level of sporting performance, while popular sport is the domain of the Länder and the regional and local authorities, concentrating on building sports grounds and amenities, school and university sport and club or association sport. The sponsorship of sport at this level is coordinated by the **Permanent Conference of Sports Ministers of the Länder** (Ständige Konferenz der Sportminister der Länder - **SMK**).

As sponsors of organised sport, most of the 83,000 or so DSB sports associations are registered non-profit organisations. In general - so long as they do not engage in gainful commercial activities - they are not tax-liable, thus are indirectly promoted by the State.

The proliferation of organisations and memberships has developed parallel to the widening in the spectrum of types of sport. More new disciplines in sport have been invented since the 1970s than in any one century before. Mountain-biking, surfing, rafting (shooting the rapids by canoe), para-gliding, climbing, snowboarding and fitness training are in competition today with sports such as football or tennis, which began at the end of the last century.

But „older" disciplines such as swimming, gymnastics or cycle racing are still among the **most popular sports**. Almost two-thirds of the German population see themselves as active sports participants. Tens of thousands regularly take part in city marathons or mass road races and hikes or use public indoor and outdoor swiming pools. Obviously, the „Keep Trim" scheme organised by the DSB has had widespread effects. It became extremely popular in the 1970s and has also influenced life-styles in the 1980s and 90s.

The most popular sports

Of every 100 Germans over 16, the following are regularly or occasionally active in: (may include more than one sport)

Swimming	68
Gymnastics	33
Cycling	24
Jogging	23
Table tennis	22
Ski-langlauf	15
Football	15
Ski-downhill	12
Mountaineering	12
Tennis	11
Volleyball	11
Bodybuilding	8
Squash	8
Angling	7
Horseriding	5
Skin-diving	4
Surfing	4
Sailing	4

Status: 1993/94
Source: Allensbach Demoscopic Institute

Popular sport begins at school, where it performs the important task of promoting not only the health of children and adolescents, but their social development too. In school sports, it's mainly athletics, gymnastics, dance, swimming and - most important - team games that are taught. Sport is a compulsory subject from the first to the final class.

The **Federal Youth Games Festival** (Bundesjugendspiele) has been held annually since 1951. Around four million children and adolescents participate in this major sports event, which is designed to encourage youngsters to test their abilities in competition. It also aims to stimulate the ambition to engage in more competitive sport as well as simply to develop an interest in sport among young people. Participation is mandatory up to the tenth class. The festival consists of competitions in apparatus gymnastics, track and field events and swimming. It is in three parts, requiring the performance of three exercises from four sports disciplines the participants can choose themselves.

„Jugend trainiert für Olympia" (Youth Trains for Olympia) is a federally organised school team event launched to promote cooperation between schools and clubs. The competition is an important means of discovering talent, with more than 600,000 school pupils taking part annually.

Commercial sports ventures organised strictly on service lines have been offering a challenge to popular club sport in many places for some years now. More than 11,000 sports facilities (squash and tennis centres, fitness and gymnastic studios, martial arts schools) reflect growing individualism in Western society and the specific structure of urban life. „Modern" men and women are becoming more discontinuous and spontaneous in organising their leisure-time. They pop along to the studio on the corner whenever and with whom they are inclined, working through a self-designed programme instead of taking part in communal exercises with a particular team in accordance with a fixed timetable.

The trend-setters in this fitness fad are mainly from higher income categories. Physical attractiveness and perfect body proportions are increasingly viewed both in private life and at work as the formula for social recognition. Also, the decline in physically demanding work has created a demand for this to be compensated through leisure activities. The result in the 1980s was a boom in leisure sports. The most recent phenomena spawned by the **sport for health** movement include aerobics, jogging and walking.

The **German Gymnastics Federation** (Deutsche Turner-Bund) and its affiliated organisations as well as the manufacturers of sportswear and equipment and many other commercial sponsors - particularly in the hotels business - have discovered a market outlet. They offer health sports schemes, often with programmes lasting one week. On the whole, health sports enthusiasts are people with no interest in popular sport and no wish to get involved with club life. Prophylactic health sport - which draws sponsorship from various health insurance companies - concentrates on functional gymnastics, posture and heart and circulation training and relaxation exercises. Increasingly, sports clubs and associations - particularly those with falling memberships and difficulty in attracting young people - see this as an opportunity to appeal to new groups. These are the „first-timers" or people returning to sporting activities after bring forced to abandon them for extended periods because of family or job commitments.

In the **health sector**, sport is an important cost-cutting factor. About 30 per cent of medical costs incurred in Germany result from heart, circulatory or metabolic disorders. Medical research has shown lack of exercise and physical work to be one of the reasons for the increase in heart and circulation diseases. Physical inactivity forced on people through having to remain seated at work often poses a threat to their health. It is obvious that popular sports are the best answer because they require the right measure of physical exercise. They also act to prevent posture damage and weakness. Furthermore, over-eating or poor diets cause ailments that can be cured by sports activities, which also play a key role in the rehabilitation of patients with heart and circulatory illnesses.

By the year 2000, one in every four persons in Germany will be more than 60 years of age. This confronts the popular sports world with new challenges. Already, the 15,000 clubs in the German Gymnastics Federation have created a range of sports programmes tailored to meet the needs of various age groups. Others still have to adapt to requirements for senior citizens.

Handicapped Sport

Sport plays a major role in the leisure activities of the handicapped, giving pleasure, stimulating self-awareness and self-confidence, offering motivation and helping the process of social integration. There are more than five million handicapped people in Germany. The **German Handicapped Sports Association** (Deutsche Behinderten-Sportverband - **DBS**)

(incorporating the German Wheelchair Sports Association, the German Deaf Sports Association and the German Blind Chess Association) has a total membership of around 245,000. The DBS offers its members 40 types of sport catering for the physically disabled, including the wheelchair-bound, the totally and partly blind and the mentally handicapped. The German Deaf Sports Association provides 21 sports disciplines. Additional sports programmes for the handicapped are run by special homes, day-centres, youth centres and church facilities.

Responsibility for promoting sport for the handicapped is the same as for sport in general. The Federal Government allocates substantial funds for handicapped sport, which is organised in the form of both rehabilitation sport and general activities in popular and high-performance sport. The Federal Ministry of the Interior allocates special funds to enable German sportsmen and sportswomen to compete in international events. But no-one sponsors handicapped sports competitors, owing to a lack of public interest in handicapped sports or because not enough public relations work is done in this sphere. Yet, when it comes to top-level sport for the handicapped, Germany is a world leader. At the Paralympics in Albertville and Barcelona, the DBS team came second after the USA. At Lillehammer in 1994, Germany came second after the host-nation, Norway. At the Special Olympics in Madrid in 1992, the same success was scored by mentally handicapped participants from the Federal Republic.

> *„My life is no longer just under a magnifying glass. It's under a microscope now."*
> Michael Schuhmacher, twice Formula One motor-racing world champion

Top Performers in Sport

Top sportsmen and women are role models not only for young people in general and in popular sports in particular. Athletes like Franziska von Almsick, Boris Becker, Steffi Graf or Henry Maske are ikons who, for many fans, must live up to much higher ethical standards than most people. If Michael Schuhmacher announces that he plans to move to Switzerland for tax reasons or the athlete Kathrin Krabbe is penalised for taking performance-boosting drugs, it's not only the prestige of sport but the self-image of society as a whole that suffers. Top sporting celebrities today must conform to high public expectations in the way they live. The tennis ace Michael Stich established a foundation, which bears his name, to help HIV-positive and AIDS-infected children. .Michael Schumacher sells toy cars, purses and sun-glasses and donates part

of the income to the United Nations Children's Fund (UNICEF). As envoy of the International Football Federation, national football star Jürgen Klinsmann works for cooperation between FIFA and the „SOS Children's Village" project providing amenities for the deprived. Money is playing an increasing role in the organisation and marketing of sport as well as in the careers of sportsmen and sportswomen.

The infrastructure of top-performance sport includes 20 Olympic bases, **43 Federal Performance Centres** mainly providing central training and instruction facilities run by federal organisations for top achievers and trainers, 75 combined performance centres open to nation-wide use and 210 so-called „federal bases". Since German reunification, seven „Olympic bases", 17 combined performance centres and a number of federal bases have been set up in the five new federal states of eastern Germany. About 700 top athletes do their compulsory military service in a total of 28 sports promotion groups formed in the Bundeswehr (federal armed services). Budding young sportsmen and sportswomen do their training at live-in sports colleges funded by the federal states and local and regional authorities. The main funders of top performance sport are the so-called **„Bundesfachverbände"**, organisations specialising in individual sectors of sport. Their job is to put together national teams and train and prepare them for international events as well as making sure they get there.

The Federal Government sponsors only top-line sport. In 1995, it allocated 210 million Marks for training and competition programmes, sports medical care, the training and payment of full-time federal trainers, the building of sports facilities and scientific research in the sports sphere. Within the Federal Government, in which 14 departments are concerned with sport, the **Federal Ministry of the Interior** coordinates all matters pertaining to sport and cooperates with the Parliamentary Sports Committee in the Deutscher Bundestag.

In Germany, the **main centres of sports science** are the Federal Sports Science Institute (BISp) in Cologne, the Institute for Applied Training Studies (IAT) in Leipzig and the Institute for the Research and Development of Sports Apparatus (FES) in Berlin. Other institutions are the Management and Administration Academy (FVA) in Berlin, the Trainers Academy and the German Sports College, both in Cologne.

From an athlete's point of view, modern high-performance sport requires not only intensive training and all-embracing health and social back-up but also a certain financial security.

Mainly responsible for this is the **German Sports Aid Foundation** (Stiftung Deutsche Sporthilfe - **DSH**), a social welfare facility set up to give the financial support needed for the independent training of men and women devoting many years to their sport. It also aims to help athletes gain vocational qualifications for later.

The foundation has no State connections. Its funds accrue from private donations, the sale of special-issue postage stamps and revenue from the television lottery „Glücksspirale". Since 1967, the DSH has raised 400 million Marks for the sponsorship of top sports performers, many of whom have been completely dependent on this support. Today, an annual 24 million Marks is dedicated to 3,550 leading and emerging top sportsmen and sportswomen and 800 students at residential sports colleges.

The DSH was able to carry out its work with government aid until 1990 when, practically overnight, the foundation had to take on responsibility for an additional 2,000 athletes from the new federal states after German reunification. Initially, this was not possible without Federal Government assistance.

For the past two years, the DSB has been forced to use almost five million Marks per year of its financial reserves to plug the hole in its budget. It had been hoping for extra funds from the „Olympia Club" established in the summer of 1995, but membership has fallen well short of the 50,000 originally envisaged. Hope is now placed in a „Round Table" comprising representatives of business and industry, politics and sports. (see Commercial Sponsorship).

Drugs and Sport

After national reunification, the public became aware of the great extent to which drugs had been systematically and widely used in high-performance sport in the GDR. It also became known that „doping" had been practised in the original Federal Republic too prior to unity. The use of performance-boosting drugs not only damages the image of sport but also destroys the role-model function of top athletes. The pursuit of achievement and success and the expectations of industry and commerce, the media and the general public have driven many a sports idol to anabolic steroids and growth-stimulating hormones.

In Germany, it is left to the sporting world itself to deal with the drugs problem in accordance with its basic principle of autonomy and self-sufficiency. As early as 1974, a **Doping Analysis Commissioner** attached to the Federal Sports Science Institute began taking regular doping samples at national and international sports events. Financial sponsorship enables the commissioner to develop scientifically reliable means of proving the use of banned substances recurrently employed in sport. With **doping control laboratories** in Cologne and Kreischa approved by the International Olympic Committee, Germany provides a highly efficient analysis service also available to foreign users.

In their 1977 „Basic Declaration on Top-performance Sport", German competitive sports functionaries categorically rebuffed all forms of medico-pharmacological manipulation of athletes. In 1991, at the suggestion of - and funded by - the Federal Minister of the Interior, the National Olympic Committee (NOK) and the DSB set up an independent Anti-doping Commission, headed by Dr. Hans Evers. Calling on past experience, the commission drew up a concept on how to combat the doping phenomenon and unveiled it in June 1991. Its suggestions laid the foundation for dealing with drugs abuse in the German sports world.

A general ban on the use of drugs applies to sportsmen and sportswomen in all member-organisations of the DSB and its functionaries and helpers. Federal Government sponsorship of leading sportsmen and sportswomen is made conditional on the recipients' compliance with the DSB's **Doping Control System** (Doping-Kontroll-System - **DKS**). With three exceptions, all specialised Olympic organisations and some non-Olympic organisations have joined. Drugs controls subject to permanent supervision and improvement are carried out in all Olympic organisations, both during competitions and in training.

Sports organisations spend some 1.2 million Marks a year on about 4,000 drugs checks during training. About the same amount is spent on controls during competitions, organised de-centrally by the various associations. Checks during training are the responsibility of the independent Anti-Doping Commission. So German athletes are subject to more stringent and frequent checks than their counterparts in other countries. Doping violations are dealt with effectively within the framework of the disciplinary organs of the respective sports organisations. In general, a positive reading spells the end of the offender's sporting career, usually resulting in an uncertain job future. Prohibition norms and sanctions within the field of sport complement general State legal norms (pharmaceuticals and narcotics legislation).

At international level, the sports sector in Germany has often taken the lead in the fight against doping. The Federal Republic is signatory to the „Convention Against Doping in Sport" concluded in 1988 between the NOCs of the USA and the former USSR and the „Council of Europe's Anti-Doping Agreement" of 1989.

> *„I am pleased that industry and commerce and sport are seeking to cooperate. I will support every meaningful step in this direction."*
> Chancellor Helmut Kohl

Commercial Sponsorship

The huge growth in the commercial significance of sport has strengthened the sports movement and made it financially more independent. **Sponsorship** is of growing importance as a new form of cooperation between sport and the industrial and and commercial sectors. Considering the growing pressures on public budgets, it would also appear necessary.

Patronage was long the main channel for the business world's backing of sport. In the meantime, sponsorship has become the dominant factor, whereby contractual agreements have taken the place of random generosity. The „marketing" of sport has spawned the emergence of agencies acting as intermediaries between the sponsors and those sponsored.

Sponsors of sports events and individual sportsmen and sportswomen are out to give their products a special sporting image. Without the commercial sector's willingness to invest large sums of money, sport would not exist in its present form. Appearance and prize money for athletes alone swallows up almost one-third of the revenue from sports events.

But at the same time, the great majority of sports organisations are dependent on members' subscriptions. Commercial companies at the moment spend „only" about two billion Marks a year on sponsorship. On average, only between three and five per cent of all expenditure on advertising goes into sports sponsorship, though some companies do allocate much higher amounts. By comparison, the State (the Federal, Land and municipal budgets) spends some seven billion Marks a year on sports sponsorship, with by far the lion's share being contributed by municipal authorities.

In February 1996, 37 representatives of sport, industry and politics met at a „round table" conference chaired by Chancellor Helmut Kohl and launched the **„Industry and Sport Initiative Group"** (Initiativkreis Wirtschaft und Sport), headed by the former Daimler-Benz chief Edzard Reuter. The joint ventures it initiates will be directed mainly at adolescents. Sport is no small economic factor. Every year, private households in Germany spend some 36 billion Marks on sports-related goods and services. Two percent of all wage and salary earners work in or for the sports sector - the same proportion as in the chemicals industry.

The dependency on and involvement of sport in industry have grown at the same pace as high-achievement sport - and to a greater extent the overall leisure movement - and developed into key commercial markets. This has not only created the need for a major sports industry. By „privatising" sport, big-name manufacturers have also gained increasing direct influence on sportsmen and sportswomen, types of sport and sports events.

However, German manufacturers of sports articles are in the throes of difficult times. According to the **Federation of German Sports Goods Manufacturers** (Bundeverband der Deutschen Sportartikelindustry - **BSI**), the volume of production dropped by around 10 per cent to just under 4.8 billion Marks in 1995. Exports fell by five per cent to about 1.2 billion Marks. Only imports went up, climbing eight per cent to nearly three billion Marks. Topping the list of manufacturers' and traders' hopes in the winter sports sector are snowboards. After being dismissed scornfully for years as a fringe sport not taken seriously by many established manufacturers, snowboards - almost five million of them - will take to the pistes world-wide in the new winter sports season.

Basically, there is a simple explanation for what motivates companies to get active in popular sports: their involvement in sport can exert a positive influence on achievement and endurance levels in working life and even improve the work climate. Sport represents attitudes such as self-confidence, team spirit, and the surmounting of anxiety and hesitancy - all attributes sought by employers. This is why innumerable companies with large work forces cooperate with employees' representatives in organising sports programmes and events. They set up **company sports clubs**, rent neighbourhood gym halls, build their own sports centres or even pay employees' membership dues to local sports clubs.

The Hoechst AG chemical concern gives financial backing to 200 sports festivals and clubhouses or the purchase of their sports equipment in the vicinity of its main factory at Frankfurt-on-Main alone. The Hamburg-Mannheimer-Versicherungs AG insurance company employs a full-time sports steward in its own multi-purpose hall. Some 1,850 of the 2,500 employees at its Hamburg headquarters are members of the company sports association. The oldest German company sports organisation was founded on 1st July 1904 in Leverkusen by employees of the Bayer chemicals company. Today, there are 12 company-sponsored sports associations in Leverkusen and the Bayer Leverkusen and Bayer Uerdingen football clubs are members of the Federal Football League (Bundesliga).

„The freedom of sport must not be sacrificed to the diktat of commerce. It all begins with the setting of starting times to coincide with peak viewing times used by advertisers - and ends where purely telegenic sports or those useful to the sports goods manufacturers are sponsored, neglecting disciplines to which sport owes its very variety and attraction."
Federal President Roman Herzog

Sport and the Media

Sport keeps pace with the times. It also suffers the dark side of commercialisation and professionalisation. It has been caught in the grip of television, now increasingly dominating the public image of sport, and is thus prey to the exigencies of advertising and mass consumer demand. But the television invasion of the sporting world affects only the few disciplines that can count on a reliable following - football, Formula One motor racing, tennis, boxing and perhaps track and field events too. But handball, swimming, fencing or horseriding all suffer as a result of the monopoly of television.

World sports stars are modern-day entertainers. The media turn them into short-lived idols, opening up the way for the cult of victory, record-breaking and triumph. Through the medium of TV, millions of highly-paid protagonists can tune in to a world theatre. More than 18 million television viewers in Germany alone saw the world championship heavyweight boxing duel between Axel Schulz and South Africa's Francois Botha. The European Football Championship qualifying match between Germany and Bulgaria was watched by more than

14 million TV viewers. Records like this are only possible when top-line sports events are stage-managed. It's a trend almost impossible to halt.

Helmut Thoma, manager of Germany's most successful private television station RTL, believes it possible that professional football clubs will in future buy their way into companies, market their abilities and skills and open up sports TV channels and that sport will drift into the pay-TV market. This could mean top athletes trained on taxpayers' money raking in profits as media celebrities. Steffen Haffner, sports editor of the Frankfurter Allgemeine Zeitung (FAZ), comments: *„Today's successful athletes don't come from nothing. They need years of support as juniors in clubs and associations, and above all from (public funds). Without sponsorship of young talent, television would one day find itself without sporting heroes."*

However, television is also an important sports mediator and propagandist. And the dominant position of TV has another good point - it makes sport more transparent. With TV cameras all around the arena, no foul goes undetected.

A large range of media is standing by to satisfy the information and entertainment needs of people with a yen for sport. More than 75 German-language publications concentrate purely on sport. Compared to television, however, the influence of the print media on sport is in steady decline. Often, all that remains for the press is to react to television. Nevertheless, almost 10 per cent of the turnover of newspapers and other publications is attributable to sport. Some 700 million Marks is poured into a form of advertising that turns athletes and stadiums into mere publicity backdrops - 200 million on the print media and 500 million on radio and television. No daily paper, no radio station and certainly no TV channel could afford not to report on international, national or at least local sports events. Anyone with no other interests can stay tuned virtually round-the-clock to the private sports channel DSF.

Sport and Europe

About one-third of European Union citizens are members of sports associations. The European club landscape takes many forms, both legally (association, cooperative, society) and as regards affiliation with umbrella structures (organisations, ministries). The **Commission of the European Union (EU)** says the wide variety of entities responsible for sport and the complicated distribution of competence in the individual member-countries create an urgent

need for cooperation. For this reason, the **European Sports Forum** was set up in December 1991 to create a consultative organ and forum for discussion and exchanging information. It was welcomed by ministers responsible for sport, the NOCs and the national and international sports associations and other organisations. It has meanwhile become abundantly clear that, within the framework of this forum, the ideas of the European Commission and sports organisations in Europe are beginning to harmonise. Under the heading **„Eurathlon"**, sport will be given its own system of sponsorship, focusing mainly on popular sport and sport for the handicapped.

In September 1994 during the German presidency of the European Union, Bonn was the venue for a **meeting of sports directors** in the governments of existing and aspiring EU countries. They discussed the principle of subsidiarity in the European Union, i.e. in spheres in which the EU intends to offer support.

Even though European Union institutions have no organisational powers in the sporting field as yet, the EU's past and future law-giving activities will have a growing influence on sport. This is shown by the so-called „Bosman judgement" laying down that professional footballers within the EU can now switch from one club to another without transfer fees having to be paid to the clubs they leave behind. Other examples are the freedom of movement of professional sportsmen and sportswomen, recognition of certificates and diplomas, standardisation of sports equipment and the granting of television transmission rights for sports events.

The German Sports Federation is pressing for action to be taken,during the process this year under which the Treaty of Maastricht will be taken a stage further, for sport to be included in the treaty. This would create the legal basis for official EU sports policy. At the same time, the DSB wants strict adherence to the subsidiarity principle and to autonomy in all matters affecting sport. The DSB says this is in line with the unanimous opinion of the other main sports organisations in EU countries.

The growing importance of the European dimension in sport is reflected in Germany in the existence of the **European Sports Studies Society** at the German Sports College in Cologne and the **European Academy of Sport** at Borken (Germany) and Gelderland (Netherlands).

Founded in 1994, the academy sees itself as a venue for sporting encounters between Germany and the Netherlands. It also performs remunerative and honorary roles in the basic and advanced training of sportsmen and sportswomen, trainers and functionaries.

The Federal Government also cooperates with other States in the sports sector in the Council of Europe. This organ's importance has further been enhanced through the accession of the Russian Federation and other east European countries. The **European Sports Ministers Conference (ESMC)**, linking 23 countries, regularly discusses current sports topics.

The main event in popular sport in Europe is **Challenge Day**, a competition involving European cities and municipalities. This brings in not just the few best performers to represent their communities but the whole population. The town succeeding in getting the largest number of people to take part in sport for at least 15 minutes is the winner. Hundreds of towns and municipalities take part in Challenge Day every year.

Germany and the Olympics Since 1945 - A Historic Epoch

Sport in Germany has not always been free from politics. One recalls Hitler's misappropriation of the Berlin Olympic Games in 1936 or the rivalries visible between the two German States in the sporting sphere up to 1989. German history as such has had a decisive influence on the history of sport in Germany.

Attempts to revive the Olympic movement in Germany after the Second World War document the degree of political division prevalent at that time. At one time, there were **three National Olympic Committees** - one for the Federal Republic, one for the GDR and one for the Saarland (up to 1955). In 1951 - like the Federal Republic before it - the GDR committed itself to all-German teams and demanded an all-German Olympic Committee. But only one month later, it unexpectedly sought official recognition by the IOC of the GDR's NOC. Instead, it was the official NOC of the Federal Republic that was awarded recognition. Recognition was subsequently given to the GDR's committee on condition that it participated in forming all-German Olympic teams. Six all-German representations took part in the Olympics between 1956 and 1964. The two sides adopted a joint flag - black-red-gold with

the five Olympic rings - and Beethoven's „Ode to Joy" as a joint anthem. But, from 1968 on, two separate German teams competed in the Olympic Games.

Competitive sport has rarely ever been free from political pressure. Political aims and conflicts have deliberately been imposed on sport, particularly Olympic Games. The 1972 Olympics in Munich were overshadowed by the abduction of the Israeli team by a Palestinian terrorist commando unit, resulting in many deaths. The boycott by several Western and Western-orientated countries of the 1980 Olympics in Moscow and the Soviet Union's boycott of the Los Angeles Games in 1984 were manifestations of heightened political-military tensions between East and West. The late president of the Federal German NOC, Willi Daume, organised an Olympic Congress in Baden Baden in 1981 aimed at re-uniting the sporting world after the splits caused by the Moscow Games dispute.

The two German NOCs were amalgamated in November 1990 in the wake of German reunification. All-German teams once again competed in the Olympics, this time at Albertville and Barcelona in 1992. Statistics drawn up by the DSB, accounting for both the medals and the evaluation of placings from fourth to eighth show the nationally-assessed performance of the German teams as follows:

1992 (Albertville)	1st place
1992 (Barcelona)	3rd place
1994 (Lillehammer)	3rd place

Germany will send about 500 top athletes and 300 trainers, doctors and psychotherapists to the 1996 Summer Olympic Games in Atlanta. A total of about 200 National Olympic Committees have registered to attend. Asked where he perceived the greatest threats to the Olympic movement, Walther Tröger, the current German NOC President, said: „Cliched though it may sound, the threats are of a social nature and they loom in all spheres - wars, the North-South division and the lack of equality of opportunity between the poor and the rich countries and their sportsmen and sportswomen".

Want to Know More?

Deutscher Sportbund (DSB)
Otto-Fleck-Schneise 12
60528 Frankfurt-on-Main
Tel. +49/69/67000
Fax. +49/69/674906

Deutscher-Fussball-Bund (DFB)
Otto-Fleck-Schneise 6
60528 Frankfurt-on-Main
Tel. +49/69/67880
Fax. +49/69/6788266

Deutscher Behinderten-Sportverband (DBS)
Friedrich-Albert-Str. 10
47055 Duisburg
Tel. +49/203/7381622
Fax. +49/203/7381628

Bundesinstitut für Sportwissenschaft (BISp)
Carl-Diem-Weg 4
50933 Köln (has federal sport documentation & info centre)
Tel. +49/221/49790
Fax. +49/221/495164

Bundesministerium des Innern
Graurheindorfer Str. 198
53117 Bonn
Tel. +49/228/6815203
Fax. +49/228/6814665

BEST COPY AVAILABLE

Bundesverband der Deutschen Sportartikel-Industrie (BSI)
Mühlenweg 12
53604 Bad Honnef
Tel. +49/2224/76381
Fax. +49/2224/75940

Deutsches Olympisches Institute (DOI)
Am Kleinen Wannsee 6A
14109 Berlin
Tel. +49/30/8050030
Fax. +49/30/80500370

Nationales Olympisches Kommittee für Deutschland (NOK)
Otto-Fleck-Schneise 12
60528 Frankfurt-on-Main
Tel. +49/69/67000
Fax. +49/69/6771229

Stiftung Deutsche Sporthilfe (DSH)
Otto-Fleck-Schneise 4
60528 Frankfurt-on-Main
Tel. +49/69/678030
Fax. +49/69/676568